



Job Title: Dual Store Manager
Reports to: Area Sales Manager
Dept/Location: Retail Operations
Hours: 37.5 per week (5 days out 7)
Contract: Permanent

Our Vision is for everyone in North & East Herts to be able to have timely access to wellbeing Care.
Our Mission is to generate income to fund Garden House Hospice Care

Job Summary

The dual store manager is responsible for the overall leadership, commercial performance, and operational excellence of multiple charity retail stores. The post holder will maximise income through strong retail standards, effective volunteer engagement, and the proactive promotion of Gift Aid, while ensuring compliance, safety, and exceptional customer experience across all sites. The role has a strong focus on people leadership, particularly the recruitment, development, and retention of volunteers, alongside the delivery of sales, profit, and Gift Aid targets.

The post holder is accountable for delivering results across the organisation's Seven S's:

Sales - Service - Staff (paid and voluntary) - Standards - Stock - Safety – Stock Loss

Main Duties & Responsibilities

1. Retail & Commercial Performance (Multi-Store)

- Take full ownership of sales income, operating profit, and KPI delivery across multiple retail locations.
- Drive commercial performance by analysing sales data, identifying trends, and implementing improvement plans.
- Ensure consistent pricing, stock rotation, and maximisation of donated goods.
- Identify opportunities to grow income through local initiatives, promotions, and community engagement.
- Work collaboratively with central teams (Retail, Marketing, Online, Depot/Logistics) to support trading priorities.

2. Customer Experience & Store Standards

- Deliver a consistently high-quality customer experience & hospitality standards across all sites.
- Ensure stores are welcoming, accessible, and reflective of brand values.
- Maintain excellent visual merchandising standards that maximize sales and enhance customer journey.
- Act as a role model for service leadership and professionalism.

3. Leadership & People Management (Paid Staff)

- Lead, inspire, and develop Assistant Store Managers and paid staff across multiple sites.
- Manage the full employee lifecycle including recruitment, induction, performance management, absence management, and development.
- Ensure fair, consistent, and compassionate people management in line with HR policies and values.
- Foster a positive, inclusive culture that reflects the charity's mission and values.

4. Volunteer Management Responsibilities

Volunteers are central to the success of the retail operation. The Dual Store Manager will:

- Recruit, induct, and retain a diverse volunteer workforce across all stores.
- Ensure volunteers feel valued, supported, and motivated, promoting a positive volunteering experience.
- Allocate tasks appropriately, matching volunteer skills and availability to business needs.
- Provide clear guidance, training, and ongoing support to enable volunteers to work safely and confidently.
- Conduct regular check-ins and address any issues or concerns promptly and sensitively.
- Ensure volunteers understand their role in delivering excellent customer service and maximising income.
- Promote good communication and teamwork between paid staff and volunteers.
- Ensure volunteer records, rotas, and hours are accurately maintained.

5. Gift Aid Responsibilities

The role has a key responsibility for maximising Gift Aid income in line with HMRC requirements.

- Act as a Gift Aid champion across all sites, embedding Gift Aid into daily retail operations.
- Ensure Gift Aid targets are met or exceeded through proactive donor engagement.
- Train and coach staff and volunteers to confidently explain Gift Aid to donors and customers.
- Ensure Gift Aid processes are followed accurately and consistently, including donor sign-up, labelling, and stock tracking.
- Monitor compliance with Gift Aid regulations and internal procedures, addressing any gaps promptly.
- Use Gift Aid performance data to identify improvement opportunities and share best practice across stores.

6. Community Engagement & Donor Relations

- Build strong relationships within local communities to encourage regular donations and support.
- Proactively source new product donors and maintain positive donor relationships.

- Represent the charity professionally within the community, increasing brand awareness and visibility.
- Be an advocate on social media and regularly create exciting and engaging content in line with our Mission & Vision and reach new audiences.

7. Health, Safety & Compliance

- Ensure all stores provide a safe environment for customers, staff, and volunteers.
- Ensure compliance with all Health & Safety legislation, policies, and procedures.
- Complete and maintain risk assessments and ensure incidents are reported and investigated appropriately.
- Coach staff and volunteers on their individual Health & Safety responsibilities.
- Ensure safeguarding, data protection, and financial procedures are always followed.

Skills & Experience

- Proven retail management experience, ideally across multiple sites.
- Strong commercial awareness with the ability to drive sales and profitability.
- Experience of managing and motivating volunteers or large teams.
- Excellent organisational and time-management skills.
- Confident communicator with the ability to engage a wide range of stakeholders.
- Experience of visual merchandising in a fast-paced retail environment.
- Knowledge of Gift Aid processes and HMRC compliance.
- Enthusiastic, resilient, and adaptable in a changing retail environment.
- Approachable leadership style with a strong coaching mindset.
- Values-driven with a passion for charity retail and community impact.
- Professional, trustworthy, and able to work with integrity

T&Cs

- Appointment subject to pre-employment checks including DBS and health screening.
- This role involves managing multiple sites; access to own transport or suitable transport links is essential.
- This job description is not exhaustive and may be amended following consultation.
- Garden House Hospice Trading is an equal opportunities employer. We value diversity and are committed to creating an inclusive environment for all staff and volunteers.

